

Message Text

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PAGE 01 STATE 027729

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ORIGIN COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM:OED:DEPD:JOHN VOTTA:SM

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COM:OED:DEPD:JMILLBR

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TO AMCONSUL SYDNEY PRIORITY

INFO AMEMBASSY CANBERRA

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E.O. 11652:N/A

TAGS: BEXP, AS

SUBJECT: FOREIGN BUYER PROGRAM: VISIT OF JOHN SWINSBURG

REF: SYDNEY 168

1. USDOC/BIC HAS IDENTIFIED NUMEROUS U.S. COMPANIES PRODUCING COMPUTERIZED PHOTOGRAPHIC TYPESETTING MACHINES, HOWEVER, ADDITIONAL MACHINE SPECIFICATIONS AND APPLICATIONS NEEDED TO DETERMINE COMPANIES MOST APPROPRIATE FOR MR. SWINSBURG. MACHINE DETAILS AS FOLLOWS WOULD BE HELPFUL IN FURTHER IDENTIFYING U.S. PRODUCTS: A) SIZE, CAPACITY, AND SPEED; B) BUILT-IN OR FREE STANDING COMPUTER; C) INPUT OR OUTPUT ORIENTED, D) IS CATHODE RAY TUBE USED, E) END PRODUCTS OF TYPESET. DOES WALLACE AND KNOX DO BOTH TYPOGRAPHIC AND PRINTING OPERATIONS?

2. IN GENERAL, THE TWO LEADING MANUFACTURERS OF THIS TYPE EQUIPMENT ARE MERGENTHALER LINOTYPE COMPANY AND HARRIS CORPORATION. BOTH OF THESE FIRMS, AS WELL AS MOST OTHER MAJOR COMPANIES IN THIS FIELD, ARE REPRESENTED IN AUSTRALIA.

3. AN EXCELLENT CONTACT FOR SWINSBURG IS NORMAN SCHARPF GRAPHIC COMMUNICATIONS COMPUTER ASSOCIATION, 1730 NORTH LYNN STREET, ARLINGTON, VIRGINIA, TEL. 703-527-4788.

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SCHARPF WILL BE GLAD TO ASSIST WITH MANUFACTURER AND USER
PLANT VISITS FOR SWINSBURG WHEN SUFFICIENT DETAILS
KNOWN. DEFINITE APPOINTMENTS MADE ONLY AFTER ARRIVAL
OF FOREIGN VISITOR IN UNITED STATES.

4. SUGGEST SWINSBURG CONTACT PROJECT OFFICER UPON
ARRIVAL U.S. TO FURTHER DISCUSS NEEDS AND ITINERARY.
APPOINTMENTS WILL BE ARRANGED FOR HIM AT THAT TIME.

5. FOREIGN BUYER STAFF PROJECT OFFICER, JOHN VOTTA,
BIC/OED, 202-967-3265. KISSINGER

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